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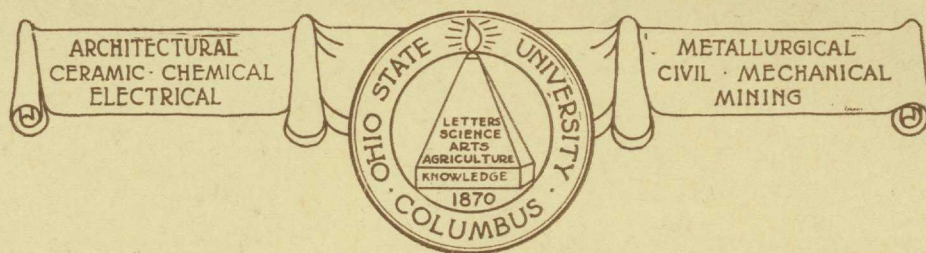
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April, 1926

Vol. IX

OHIO STATE UNIVERSITY

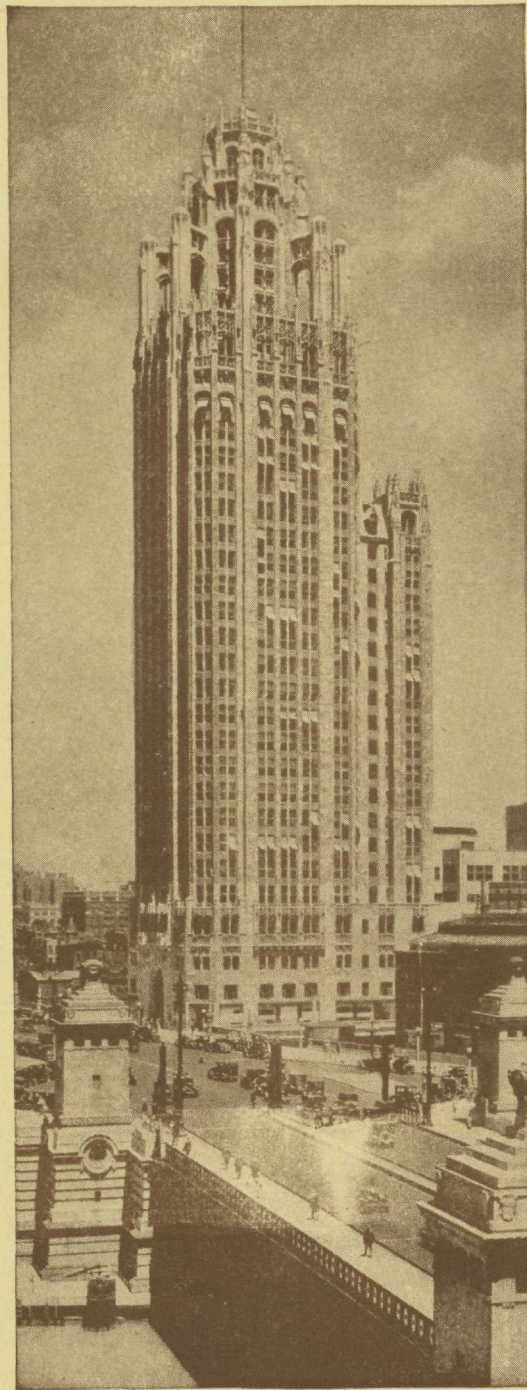
No. 3

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A Lesson in Psychology

AN OLD CHIEF of the Pueblo Indians, on his first visit to Chicago, was taken to the top of the new Tribune Tower Building. On leaving the elevator, he turned to his guide and asked, "When are we going up?" When he was told that he was already on the top floor, the old man declared flatly that he did not believe it, because he had climbed no ladders;—nor could he be persuaded until he looked over the city spread out beneath him.

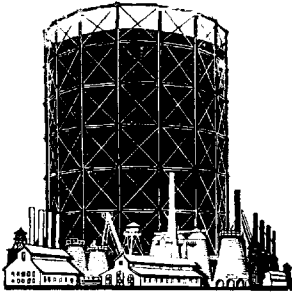
It's all a matter of association. The Chief had always associated the idea of "going up" with the ladders of a Pueblo. In a similar fashion, to people in modern cities the world over, the idea of ascent is inextricably bound up with the name of Otis.



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Standardized Concrete



This illustration of the Koehring escapement type batch meter shows the method by which the discharge chute is automatically locked as soon as the charge enters the drum. The discharge chute cannot be moved until the regulated mixing time has elapsed, when it automatically releases the discharge lever and signals the fact with a bell. The meter also registers each batch that enters the drum.

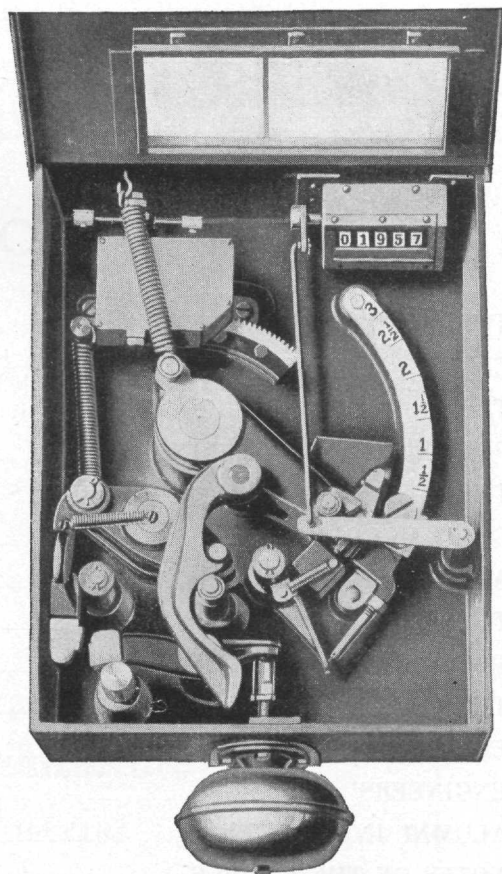
Patent Nos.

1,321,460; 1,282,558, 1,338,761.

THE Koehring Company long ago foresaw the value of standardizing concrete,—foresaw and provided for it before the tremendous volume used in constructing roads and permanent structures made standardized concrete a vital necessity.

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